

EVENTS / CAUSES

## Jaguar Land Rover joins Invictus Games to empower veterans

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By JOE MCCARTHY

British automaker Jaguar Land Rover is sponsoring the first Invictus Games Sept. 10-14 that gives sick or wounded service members the opportunity to compete in a number of sports.

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Three hundred veterans from 13 nations will compete in eight events ranging from archery to swimming. Elevating these competitors to an international stage will likely help to spread awareness about the many challenges facing veterans when returning from active duty.

"This is a good cause and will help with PR and giving back," said Lauren Fix, automotive expert and author of "[Lauren Fix's Guide to Loving Your Car](#)," Lancaster, NY.

Ms. Fix is not affiliated with Jaguar Land Rover, but agreed to comment as an industry expert.

[Jaguar Land Rover](#) did not respond by press deadline.

### Unconquered

The Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry have facilitated the games and will provide a grant. Prince Harry was inspired by the Warrior

Games in the United States and wanted to bring the concept to Britain.



*Prince Harry at Invictus Games press conference*

The organizing committee, the Royal Foundation and the Ministry of Defense will enlist local businesses to shore up the remaining funds.

Jaguar Land Rover has joined as the presenting sponsor. The brand will collaborate with the Royal Foundation and Ministry of Defense to create a legacy for the games that enhances the role of veterans as skilled employees in society.

Invictus means unconquered and the games are meant to convey that these servicemen and women will persevere despite their afflictions. Also, the games celebrate the commitments and sacrifices veterans have made.

Events include athletics, archery, wheelchair basketball, road cycling, indoor rowing, wheelchair rugby, swimming, sitting volleyball and a driving challenge presented by Jaguar.



*Prince Harry playing sitting volleyball at announcement event*

The venues planned for the game include the Copper Box, the Aquatic Centre and the VeloPark. Track and field disciplines will run at Lee Valley Athletics Centre, all of which

were made famous by the 2012 Olympic Games.

BBC will broadcast the games and provide live coverage and other programming. An opening ceremony featuring the competitors and closing concert are scheduled.

Responsibility to lead

As leaders in their industries, luxury brands have the ability to shape public opinion of an issue. Occasionally brands look beyond profit margins to help philanthropic causes and end up spurring others to action.

For instance, French fashion house Kenzo partnered with Britain-based conservation group Blue Marine Foundation to help protect the oceans through fashion.

Kenzo launched a Blue takeover of both its London flagship store and its Web site, as well as a capsule collection to benefit the organization designed by the label's creative directors Carol Lim and Humberto Leon. As consumers are more and more interested in ecological causes, seeing a fashion brand take initiative on an issue will have a positive impact ([see story](#)).

Also, Italian menswear house Ermenegildo Zegna announced its plans for a scholarship program to help Italian students finance post-graduate studies or research in foreign countries.

Zegna's Founder's Scholarship is expected to run for 25 years and assist about 10 students each year. This program reflects the label's Italian heritage and will solidify the house's importance to Italian society ([see story](#)).

While such efforts contribute to change, they also improve brand image, which boosts sales.

"The alignment is [also] with Prince Harry who is opening the games," Ms. Fix said.

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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